



New TV ad emphasises the unity of the ORLEN and star brands

Elmshorn, November 20, 2023 – Under the slogan “Gemeinsam mehr bewegen” (*Moving more together*), ORLEN Deutschland is launching a TV campaign highlighting the bond between the ORLEN and star brands. The ad aims to present the two brands as innovative and sustainable mobility partners for different audiences. From 20 November, the 20-second clip will be shown on German TV stations with the widest reach, and will be posted on YouTube.

Connected to the customer, forward-thinking, and the one-stop-shop for all mobility needs – that’s what the ORLEN and star petrol stations in Germany are all about. Together, the two brands provide innovative and practical solutions in the areas of sustainable energy supply, resource-saving car washes, and a wide range of bistros and app services. The new commercial addresses these themes and brings them together at a star petrol station. The protagonists are a sporty family surrounded by the chaos of everyday life, a student riding a bike on their way to the bistro, and a food-truck owner booking a car wash via an app – all of them happily using the services offered by ORLEN and star petrol stations. The 20-second ad will be broadcast mainly during prime time on German television and on YouTube.

“Our new commercial highlights the vision of the ORLEN Group to unitedly and sustainably shape the future. Our two brands, ORLEN and star, are at the heart of this process, as well as focusing on our customers’ needs in order to offer innovative services and environmentally conscious mobility solutions at our stations,” says Dariusz Pawlik, Managing Director of ORLEN Deutschland GmbH.

Sustainable energy generation and the expansion of e-mobility is a strategic focus for the ORLEN Group, which will also be taken into account in the ad: In Germany, more than 1,000 charging stations will be installed over the next three years, with the company target being around 10,000 by 2030. Moreover, by 2030, the ORLEN Group plans to invest around 27 billion euros into projects such as wind energy, photovoltaics and hydrogen. The car washes in the ORLEN Deutschland network already rely on efficient washing programmes and the environmentally conscious use of resources: 80% of the water used is recycled and reused during the washing process thanks to modern water recovery systems.

By integrating the smartphone “tankstar” app into the ad, ORLEN is showing a practical application that allows users to pay contactless, digitally and conveniently at over than 600 ORLEN and star petrol stations, not only at the pumps but also at the car wash.

The TV campaign is the result of an interdisciplinary collaboration between the BBS advertising agency (brand management, creation, social media) and Clue One (strategy, media). The ad was produced by KAEPTN and directed by Corinna Winter. Filming took place at a star petrol station in Schenefeld just outside Hamburg, among other locations.



Images: The star petrol station in Schenefeld became the backdrop for the filming of the new TV commercial.